

CONTRACT APPROVAL REQUEST

Promotion: **CALLE OCHO FESTIVAL**

Vendor: Kiwanis Club of Little Havana

Financial Impact: 1998 - \$147,263; \$63,631.50 to be paid within 30 days after execution; \$20,000 to be paid by Kraft within 30 days; and balance of \$63,631.50 due on February 28th.

1997 - \$168,879

Project Manager: Kathy McGrath

Contract/Program Description:

The attached contract by Philip Morris Management Corporation covers the arrangement for participation in the Calle Ocho Festival, March 8, 1998. This event involves entertainment, signage, and incentive distribution.

As sponsors of Calle Ocho, **Philip Morris USA and Kraft Foods** will be entitled to:

- A Philip Morris Pavilion within the area of S.W. Eighth Street between Fourth and Eighth Avenues exclusively for PM and Kraft;
- Hang banners and signs and distribute flyers or incentives within the four block area occupied by PM and Kraft, at four information centers at the center of Eighth Street and other locations mutually agreed upon;
- Produce and distribute the official street guide for Calle Ocho;
- Hang two 8' X 24' Philip Morris scrims on either side of the stage located at Fourth Avenue and Eighth Street;
- Conduct incentive distribution among smokers twenty-one years of age or older at promotional locations: 429, 435, 524, 627, 712, 733, 804A, 919, 1234, 1313, 1506, 1615, 1718, 1827/1829, 2006, 2229, 2433, 2506, 1123/1125, 24th Court South and 4th Avenue West;
- A Calle Ocho Supersite for a Philip Morris Concert at Fourth Avenue and Eighth Street;
- The right to use the Calle Ocho logo on promotions and advertising provided by PM and Kraft with prior approval of the Organizer;
- A Calle Ocho VIP area and two areas on Fourth Avenue and Eighth Street;
- 90 invitations to the Sponsors' Recognition Party at Vizcaya Palace and 34 invitation to the Carnival Night VIP section; and
- The right to approve in advance all materials and announcements prepared by promoter.

Budget Implication:

This contract has been budgeted for in our 1998 budget.

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Approvals:

K. McGrath

KMG 2/18/98

Finance

J. Fontanez

JF 2/18/98

P. Datta

I. Broeman

IB 3/4/98

Risk Management

D. Bartlett

For Your Signature

K. Corveddu

attached

3/5/98

3/7/98